

WHAT IS CLAIMED IS:

1. A card information linkage system, comprising:  
a stores' terminal for entering purchase  
information on products purchased by card, a card server  
5 for storing purchase history information on products  
purchased by card, and a management server for creating  
customers' personal Web pages and providing them on a  
network, wherein

said stores' terminal includes means for  
10 transmitting purchase information on products that each  
customer has purchased by card to said card server,

said card server includes means for storing the  
purchase information on products in a database and  
transmitting the purchase history information on products  
15 to said management server, and

said management server includes means for  
receiving the purchase history information on products and  
posting the same on a personal Web page for the customer  
concerned.

20 2. The card information linkage system according  
to claim 1, further comprising:

a customers' terminal having a function for  
browsing Web pages through the network, wherein

said customers' terminal includes means for  
25 accessing said management server to display the personal  
Web page for the customer, and transmitting personal  
information on the customer or information on products

purchased without any card and its related information, and

said management server includes means for  
attaching the received customer's personal information or  
purchased product information and its related information  
5 to update the personal Web page for the customer.

3. The card information linkage system according  
to claim 1, wherein

said card server further includes means for  
generating advertising of products purchased by the  
10 customer or products-related information, and transmitting  
it to said management server together with a distribution  
request, and

said management server further includes means for  
posting the received advertising of products or products-  
15 related information on the personal Web page for the  
customer, or transmitting it to a customer's e-mail address  
or fax number of said customer's terminal.

4. The card information linkage system according  
to claim 2, wherein

20 said card server further includes means for  
generating advertising of products purchased by the  
customer or products-related information, and transmitting  
it to said management server together with a distribution  
request, and

25 said management server further includes means for  
posting the received advertising of products or products-  
related information on the personal Web page for the

customer, or transmitting it to a customer's e-mail address or fax number of said customer's terminal.

5        5. A card information linkage method for providing purchase records with multiple cards in the Web page format, comprising the steps of:

transmitting purchase information on products that each customer has purchased by card from a store's terminal for entering purchase information on products purchased by card to a card server for storing purchase history  
10 information on products purchased by card,

storing the purchase information on products in a database of said card server, and transmitting the purchase history information on products from said card server to a management server for creating customers' personal Web  
15 pages and providing them on a network, and

receiving the purchase history information on products at the management server, and posting the purchase history information on products on a personal Web page for the customer concerned.

20        6. The card information linkage method according to claim 5, comprising further the steps of:

accessing the management server to display the customer's personal Web page for the customer from a customer's terminal having a function for browsing Web  
25 pages through the network ,

transmitting personal information on the customer or information on products purchased without any card and

its related information from the customer's terminal to the management server, and

attaching the received customer's personal information or purchased product information and its related information to update the personal Web page for the customer at the management server.

7. The card information linkage method according to claim 5, comprising further the steps of:

generating advertising of products purchased by the customer or products-related information at the card server, and transmitting it to the management server together with a distribution request, and

posting the received advertising of products or products-related information on the personal Web page for the customer at the management server, or transmitting it to a customer's e-mail address or fax number of the customer's terminal.

8. The card information linkage method according to claim 6, comprising further the steps of:

generating advertising of products purchased by the customer or products-related information at the card server, and transmitting it to the management server together with a distribution request, and

posting the received advertising of products or products-related information on the personal Web page for the customer at the management server, or transmitting it to a customer's e-mail address or fax number of the

customer's terminal.